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| **DESIGN CREATIVE BRIEF** | | |
| **Project name:** | | **Due date:** |
| **Budget:** | | **Production timeline:** |
| **Requested by:** | | **Project owner:** |
| **Background** |  | |
| **Objective** |  | |
| **Audience** |  | |
| **Customer truths** |  | |
| **Key messages** |  | |
| **DELIVERABLES** | | |
|  | | |
| **Project tone** | | **Look and feel** |
|  | |  |
| **Desired reaction** | | **Mandatory elements** |
|  | |  |